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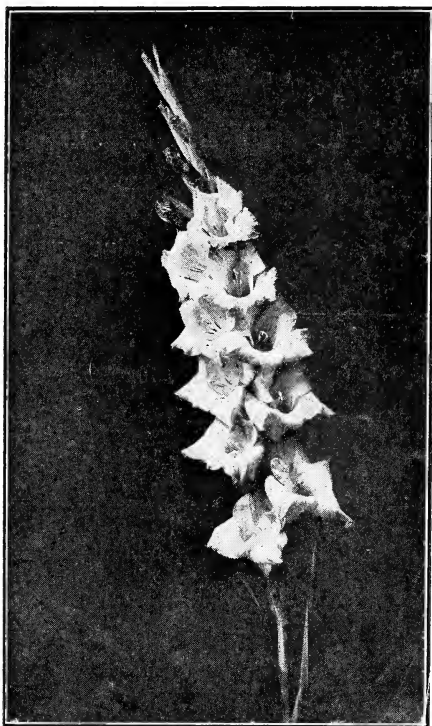
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1917

CATALOG AND PRICE LIST OF

Gladiolus Bulbs



MRS. O. W. HALLADAY

C. W. BROWN & SON

ASHLAND, MASSACHUSETTS

INFORMATION

Continuing our policy of furnishing first class bulbs, at the lowest possible rates, you will find a considerable reduction of prices in this catalog.

The quality of the bulbs is the best we ever grew.

At the prices quoted for single bulbs, or by the dozen, they are mailed, post free.

One-half dozen bulbs at the dozen rate. Single bulbs at one-tenth (1-10) the dozen rate.

We guarantee everything sold by us to be first class in every respect, and just as described, or your money refunded and no back talk. We give no warranty as to crop or results.

We can ship by either Adams or American Express Companies on the N. Y., N. H. & H. or B. & A. R. R.

A new catalogue will be issued January (1918). Do not fail to send for it.

We will appreciate it, if when writing, you will send the names of any friends or neighbors, who are interested in Gladioli, so we can send them a catalogue.

Visitors are welcome.

If you can use bulbs by the 100, or 1000 write us for special price.

Hints as to Ordering

To insure your getting just what you want you should order early. The stock of some varieties is limited, and of others is cheap and late in the season may be sold out.

No changes or substitutions are made in any order without instruction to that effect.

Bulbs are usually shipped about April 1st, but may be sent at any time desired.

Remittances, or a first class business reference should accompany orders from new customers.

Do not forget to sign your name and address.

C. W. BROWN & SON

Ashland, Mass.

(Twenty-four Miles West of Boston)

C. W. BROWN & SON,

Ashland, Mass.

DESCRIPTIVE LIST OF VARIETIES.

Those Marked (K) Were Originated by Mr. Kunderd

| | Price per doz. |
|---|----------------|
| ADELINE PATTI —Deep violet with speck of white. Large, strong plant and flower | \$2.50 |
| AEOLIAN —(K) Ruffled, tall, deep salmon rose, blue bordered petals, very large and fine | 7.50 |
| ALICE CAREY —White with small purple lines in throat | 1.00 |
| AMERICAN INDIAN —(K) Ruffled. Fine velvety red: deeper red throat | 5.00 |
| AMERICA —Beautiful soft pink. Most popular gladiolus | .50 |
| ARIZONA ROSE —(K) Dark pink streaked with rose. Very strong | 1.50 |
| ATTRACTION —Deep crimson with pure white throat. Large | 1.50 |
| AUGUSTA —White, slightly suffused pink. Popular with florists | .50 |
| A. W. CLIFFORD —(K) Old carmine red with amaranth red throat and lighter and lilacy tinted medial lines, early, 69 days, medium tall, erect, vigorous. Especially valuable on account of its earliness | 5.00 |
| BARON HULOT —The finest blue on the market. Try a few with your yellows. They grow a tall strong spike | 1.00 |
| BRENCHLEYENSIS —Vermilion scarlet, an old but popular variety | .50 |
| BLUE JAY —Beautiful pale blue with white blotch, large strong | 2.00 |
| BURRELL —Dark red, large and compact, butterfly markings | .50 |
| CHERRY KING —(K) Bright rich cherry color with deeper throat | 1.00 |
| CHICAGO WHITE —(K) The earliest white, a fine large flower | 1.00 |
| CONQUETE —Cherry red with a distinct spot of white, many open at once | 2.50 |
| CRACKER JACK —Rich velvety dark red, throat spotted yellow | .50 |

One-half dozen at dozen rate, single bulbs at 1-10th doz rate.

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| CRESCENT QUEEN —(K) Ruffled. Very large dark wine red | 4.00 |
| DAWN —(Tracy) Rose pink, large flower on a strong spike | 1.50 |
| EARLY PINK —Extra early, a good large flower..... | .50 |
| EL CAPITAN —(K) Soft sulphur tint, slightly marked lower petals | 1.50 |
| ELECTRA —Bright scarlet shaded rich rosy pink, light cream band | 1.50 |
| EMPRESS OF INDIA —Deep velvety maroon, the darkest Gladiolus | 1.00 |
| ENCHANTRESS —Pale lilac, an extra fine flower, large.. | 2.50 |
| ESTELLA —(K) One of the largest, dark pink with light blotch | 2.50 |
| EUROPA —Snowy white, the very best white. A prize winner | 1.50 |
| EVALINE —Violet underlaid terra cotta, rich and striking | .50 |
| FLAMBOYANT —Fiery red with cream blotch, very striking | 2.50 |
| GAIETY —(K) Salmon pink with a conspicuous white blotch, large | 1.50 |
| GEO. PAUL —Large deep crimson flowers stained yellow | 1.00 |
| GIANT WHITE —(K) Large pure white with slight markings | 2.00 |
| GIGANTIC —White feathered lilac, very large, strong.... | 2.50 |
| GLORY OF HOLLAND —A beautiful pure white | 1.00 |
| GLORY OF NOORDWIJK —Strong spike with many large, well expanded flowers of a pleasing pale buff yellow. \$ | 12.50 |
| GOLDEN GLORY —(K) Ruffled. A large richly colored yellow with beautiful throat. A grand variety | 7.50 |
| GOLDEN KING —Bright glistening golden yellow, crimson throat. | 1.00 |
| GOLDEN WEST —Most of the bulbs sold as this variety are really Pacha. The two are almost alike but I recommend Pacha as the better. If you wish this for comparison we have it..... | 2.00 |
| GOVERNOR HANLEY —(K) Named for "Our Prohibition Candidate" for President of U. S. Cardinal red with darker throat. Fine | 1.00 |
| HALLEY —Large salmon pink flowers. One of the earliest | .50 |
| HAZEL HARVEY —Crimson red, large spike of well arranged flowers | 2.00 |

One-half dozen at dozen rate, single bulbs at 1-10th doz rate.

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| HOHENSTAUFFEN —Large white, star shaped flower, strong spike | 1.00 |
| HYDE PARK —Large open flower of a sparkling white penciled rose | 1.50 |
| IDA VAN —(K) Brilliant orange red. Certificate at London | 1.00 |
| INDEPENDENCE —Light red on a strong spike. Very prolific | .50 |
| INTENSITY —Rich, light scarlet, spotted with white..... | 1.00 |
| IVORY —(K) Ruffled. Ivory white with light markings | 2.00 |
| JEAN DIEULAFOY —Delicate creamy yellow with rose blotch | 1.00 |
| JOHN NOBLE —Light rose striped and streaked with amber, lightly spotted with carmine. A good show flower | 2.50 |
| KLONDYKE —Lemon yellow, red blotch, good stout spike | .50 |
| KUNDERDI GLORY —(K) Ruffled, soft creamy tint penciled crimson | 1.00 |
| KUNDERD'S ORANGE —(K) Orange red, small white spot | 1.50 |
| LA LUNA —Large pale yellow, wide open..... | 2.50 |
| LARGE BUFF —(K) A pleasing buff color of sturdy growth | 1.50 |
| LE TRIUMPH —Rosy lilac striped carmine, white blotch, large | 3.00 |
| LIEBESFEUER —A striking scarlet, a prize winner large. | 2.50 |
| LITTLE FAWN —(K) A beautiful fawn or buff color, nicely blushed | 2.00 |
| LOVELINESS —Cream slightly suffused apricot, a grand flower | 2.50 |
| MADAME BUTTERFLY —Cream yellow slightly suffused pink with lower petals penciled carmine, very attractive | 2.50 |
| MAGNIFICUS —Superb spike of large flowers, round and wide open, cinnamon red with white spot, nearly all open at once, grand | 2.50 |
| MAIZE —Light corn color, tinted rose, long graceful spike | 2.50 |
| MASTER WIETSE —Pure royal purple, a solid color large | 2.00 |
| MAY —White, finely flaked with bright rosy crimson..... | .50 |
| MEADOWVALE —A nice large white, penciled crimson.. .. | .50 |
| MEPHISTOPHELES —Bright crimson splashed with dark crimson and yellow. Large and attractive..... | 1.00 |
| MELROSE —White flaked pink, bright crimson center, large | 1.00 |

One-half dozen at dozen rate, single bulbs at 1-10th doz rate.

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| MONGOLIAN —(K) Lemon yellow with dull rose pencilings, compact bloom, mid-season, medium tall, erect, vigorous. Certificate of Merit, Boston, Aug. 1913. See back cover | 8.00 |
| MRS. A. E. KUNDERD —(K) Large white flower, superb form, elegant | 1.50 |
| MRS. FRANCIS KING —Large, well expanded scarlet flower, tall and graceful. Popular | .50 |
| MRS. FRANK PENDLETON, JR —(K) Bright salmon pink .. with a blood red blotch on lower petals, very showy, elegant | 1.50 |
| MRS. G. W. MOULTON —(K) a rich dark red with a darker throat, fine | 1.50 |
| MRS. MALCOLM MACKAY —(K) Bright scarlet with a white throat, fine | 1.50 |
| MRS. O. W. HALLADAY —(K) Delicate soft silky pink with creamy blotch, an elegant combination of "Peaches and cream". See front cover | 7.50 |
| MRS. W. E. FRYER —(K) Very showy orange scarlet.... | 2.50 |
| MYRTLE —(K) Delicate rose pink with creamy throat. Popular | 2.50 |
| MYTILENE —An extra large fine flower on good spike ... | 2.50 |
| NATHALIE BOURSEUL —Very large slate colored flower on a background of rose, white spot, elegant..... | 4.00 |
| NIAGARA —Soft creamy yellow more or less tinted with pink | 1.00 |
| NUMBER 999 —Lemon yellow, a showy flower blooming late | 1.00 |
| PACHA —This is what is usually sold as Golden West. It is a brilliant orange with a dark orange mottled throat | 2.00 |
| PANAMA —Deep pink, a large flower of "America" type | 1.00 |
| PEACE —Very large open white flower, pale red blotch.. | 1.00 |
| PINK AUGUSTA —A nice deep pink of the same form as Augusta | .50 |
| PINK BEAUTY —Pink, dark blotch, the earliest variety.. | .50 |
| PINK PERFECTION —A most beautiful pink similar to an apple blossom, eight or ten open at once..... | 1.50 |
| PRESIDENT TAFT —Delicate pink, red blotch, tall strong spike | .50 |
| PRIDE OF GOSHEN —(K) Ruffled, salmon or flesh pink, tall and vigorous, large imposing flowers..... | 1.50 |
| PRINCE CHARMING —(Brown 1917). Clear pink, purple throat, good large, wide open flower | 5.00 |

One-half dozen at dozen rate, single bulbs at 1-10th doz. rate.

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| PRINCE OF WALES —Very large salmon pink, early | 2.50 |
| PRIMULINUS —Clear yellow, the original species from Africa | 1.50 |
| PRIMULINUS HYBRIDS —(K) Assorted shades of yellow, salmon, rose, pink, etc. | .50 |
| PRINCEPINE —Brilliant red with pinkish white blotch, very striking, large open flowers of good substance, better shipper than Princeps | 1.00 |
| PRINCEPS —Large flower of a dazzling scarlet, with white blotch | 1.00 |
| PRISCILLA —(Brown 1917). Light pink with darker edges, throat streaked with bright red. Ruffled. First prize at Newport | 5.00 |
| PURPLE GLORY —(K) Deepest velvety maroon red, with almost black blotches. Ruffled | 25.00 |
| RED AMARYLLIS —(K) Bright blood red flowers of giant size, bloom formed like an amaryllis, a gorgeous flower | 2.00 |
| RED CANNA —(K) Bright crimson pink, wavy petals. . . . | 1.00 |
| REINE BLANCHE —Pure white with a small crimson line at the base of the throat, long spike with a large number open at a time | 1.50 |
| ROBERTA —(K) Ruffled. Tall, deep apple blossom pink, fine | 3.00 |
| ROCHESTER WHITE —Pure white throughout, even the anthers are white, long spike of broadly open flowers, extra | 2.50 |
| ROSE GLORY —(K) Ruffled. Purest rose pink color, deeper in throat | 5.00 |
| ROSELLA —Carmine purple, near magenta, large, showy flower | 1.50 |
| ROSY MORN —(Brown 1917) Bright rose pink shading to white in the throat, carmine blotch, wide open flowers | 2.50 |
| ROUGE TORCH —Amber white suffused salmon with a small blotch of crimson on one petal, large and graceful | 2.50 |
| SCARSDALE —Immense lavender pink shaded dark rose, a grand variety | 1.00 |
| SCHWABEN —Delicate pale yellow, dark blotch, elegant. . | 2.00 |
| SOUVENIR —(Brown 1917) Cerise shading to heliotrope, large | 5.00 |
| SUMMER BEAUTY —(K) A fine tall pink, extra nice | 2.00 |

One-half dozen at dozen rate, single bulbs at 1-10th doz rate.

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| TACONIC —Shell pink with bright rose spot, tall, showy.. | .50 |
| THE KING —Rich, deep old rose with cream blotch..... | 1.00 |
| THERMIDOR —Salmon red bordered with slate gray. Large, extra | 2.50 |
| ✓ TOGO —Rose gray color dotted with carmine | 1.50 |
| ULYSSES —(K) Large rich smoky blue, a fancy variety.. | 2.50 |
| VIOLET GLORY —(K) Ruffled. Rich self-color, deep violet | 5.00 |
| WAR —Extra large open flowers well arranged on a long strong spike, blood red | 1.50 |
| WHITE KING —(K) Ruffled, very rich sulphur white nice- ly marked | 1.00 |
| WILLIAM FALCONER —Beautiful clear light pink, large. | 1.50 |
| WILLY WIGMAN —Cream white with crimson blotch, large open flowers | 1.00 |
| YELLOW HAMMER —Pure yellow, a good one | 3.00 |
| YOUVELLS FAVORITE —(K) Rose lavender pink, large flower | 2.00 |

One-half dozen at dozen rate, single bulbs at 1-10th doz. rate.

GLADIOLUS MIXTURES

Primulinus Hybrids—These are a cross of Primulinus with Kunderd's ruffled Glory and some are more or less ruffled, some are quite large. John Lewis Childs gives the best description that we have seen. He says "They contain all the Nasturtium colors, Art shades, Terra Cotta, Apricot, etc."

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| Per dozen, postpaid | .50 |
| Per hundred, by express | 1.75 |
| Per thousand, by express | 20.00 |

Groff's Hybrids—All red and crimson shades of good quality

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|--------------------------------|-------|
| Per dozen, postpaid | .50 |
| Per hundred, by express | 1.75 |
| Per thousand, by express | 10.00 |

Silver Trophy No. 2—White, light and yellow shades, as-sorted, in pleasing contrasts.

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|--------------------------------|-------|
| Per dozen, postpaid | .50 |
| Per hundred, by express | 1.75 |
| Per thousand, by express | 10.00 |

Silver Trophy No. 3—Blue, lilac and heliotrope shades, very fine mixture.

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| Per dozen, postpaid | .50 |
| Per hundred, by express | 2.00 |
| Per thousand, by express | 12.00 |

Accidental Mixture—In the course of a year a large number of bulbs get accidentally mixed, and any that we are not positive about, are thrown into this mixture. It contains mostly named varieties and while we guarantee nothing, yet there are some of our best varieties included. If you want to buy a "Pig in a Poke" try some of these. Per dozen postpaid..... .40
Per hundred, by express 1.50 |

LUTHER BURBANK'S SEEDLINGS

We have a good assortment of this "plant wizard's" productions and offer them as long as they last at a reasonable price. They contain nearly every shade and some really good things.

| | |
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| Per dozen, postpaid | .75 |
| Per hundred, by express | 4.75 |

OUR OWN SEEDLING MIXTURE

We are growing thousands of seedlings each year and will have some grand varieties to introduce soon, but in the meantime we offer a mixture of all sorts of new varieties. Some are extra good but do not suit us, therefore we place them in this mixture (and you will wonder why) but you can have them as they run, and we are sure you will be suited.

| | |
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| Per dozen, postpaid | .60 |
| Per hundred, by express | 3.75 |

DOLLAR COLLECTIONS

Our selection of varieties sent post free.

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| A. 20 Bulbs, no two alike | \$1.00 |
| B. 10 Bulbs, named, different from above, all choice var. | 1.00 |
| C. 10 Bulbs, named, different from the two above lots.. | 1.00 |
| D. (40 Bulbs as above, all different making a superb collection for \$2.50). | |
| E. 4 Bulbs each of 10 varieties | 1.00 |
| F. 6 Bulbs each of 7 varieties | 1.00 |
| G. 9 Bulbs each of 5 varieties | 1.00 |
| H. 12 Bulbs each of 4 varieties | 1.00 |

"THE MODERN GLADIOLUS GROWER"

A monthly magazine for both amateur and professional growers of the gladiolus. It contains instructive articles on the planting, care, harvesting, storing and shipping of the gladiolus bulbs and cut flowers.

We heartily recommend it to our patrons. Published at Calcium, N. Y., by Madison Cooper, at 75c per year.

Include a year's subscription with your order and we will be glad to forward it.

If your order from this catalogue amounts to \$7.50 or over we will send it to you free for a year if you desire it.

SPECIAL OFFER

MONGOLIAN, price\$.80

MRS. O. W. HALLADAY, price75

A. W. CLIFFORD, price50

If you have not grown these varieties we will send you one of each for trial for **\$1.75**.

These varieties were originated by Mr. A. E. Kunderd and are among his best productions.

CHRISTMAS

A box of bulbs makes one of the best Christmas presents. We will send them to your friend nicely packed and labelled, with your card enclosed if you wish. We recommend the Dollar Collections for this purpose.

Dear Sir:

"My order for gladiolus bulbs received and will say they are the finest lot of bulbs I ever received from anyone, large size, and uniform in size."

F. H. P., Conn.

If you desire to purchase bulbs by the 100 or 1,000. Write us for special prices.

We have bulblets and small sized bulbs at low prices for those who desire to grow their own blooming size bulbs.

DIRECTIONS FOR THE CULTURE OF GLADIOLI

Although the *Gladiolus* prefers a light sandy loam, yet it will do well in any soil and may be planted at any time in the Spring after the frost is out of the ground. In this section from April 20th to May 15th, or even later if desired.

Do not plant along side a building, or under trees, or tall shrubs as the *Gladiolus* likes plenty of sun and moisture.

For a long blooming season, plant at intervals of two weeks from the earliest time up to the middle of June. It is advisable also to plant both large and small bulbs, as the small bulbs will bloom later than the larger sizes.

Depth of Planting Bulbs

Be sure to plant the bulbs six inches deep, as the soil supports the long, heavy spike when it comes to bloom, and the bulb is down where it can get the necessary moisture.

Watering the Plants

The plants do not require watering except in a long, severe drouth; although plenty of water at the time of budding will make larger blooms. When watering, always soak the soil thoroughly. Keep weeds out and the top soil loose.

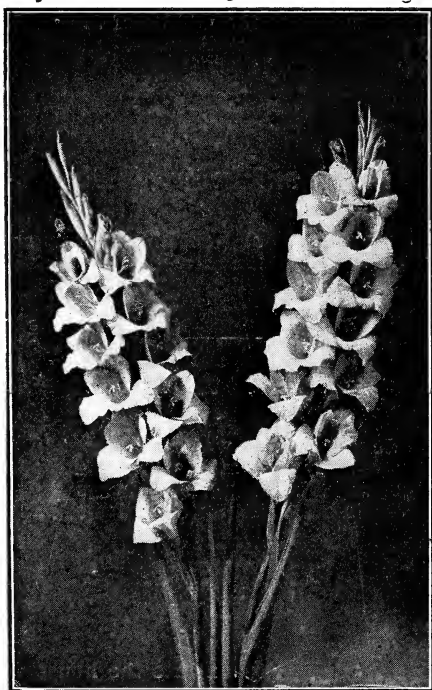
Cut Flowers

If the spike is cut and taken into the house when the first bud opens you will get a much finer bloom, and every bud will open.

In cutting allow at least three or four leaves to remain on the plant, to bring the bulb to maturity.

To Store Bulbs

After digging the bulbs in the Fall and drying them, store in a cellar that will keep potatoes in good condition. Examine them occasionally, and if there are signs of rot, or if they seem damp, take them out and air, and dry again thoroughly.



MONGOLIAN